



# Socio-Economic Profile of Women Entrepreneurs

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**ABSTRACT:** *Pandit Jawaharlal Lal Nehru has remarked “When women move forward, the family moves, the village moves and then ultimately the Nation moves forward.” Women are one of the most relevant untapped resources if you talk about entrepreneurship. Female entrepreneurship is gaining attention and importance in light of the evidence of the importance of new business creation for economic growth and development. Entrepreneurship refers to the act of setting up a new business so as to take advantages from new opportunities. Entrepreneurs are responsible for shaping the economy and they help in creation of new wealth and new jobs by inventing new products, process and services. We all understand that economic development of the today’s woman is crucial for economic development of any country specially a country like India. The dependency on service sector has created many entrepreneurial opportunities for women that they can utilize to enhance their social standing and reputation. In this paper, an attempt has been made to study the socio – economic profile characteristics related with entrepreneurship that the woman of our country in the present times. Much knowledge is not found about the economic relevance of women in entrepreneurship programs and the effect of these programs on society and economy.*

**Keywords:** *socio-economic, achievement motivation, innovation*

## **INTRODUCTION:**

Women’s entrepreneurship needs to be studied separately for few main reasons. The reason is that women’s entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women’s possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized. The purpose of the paper to examine the constraints and opportunities facing female entrepreneurship in developing countries at micro- and macro-level perspectives and seeks to provide a detailed account of opportunities and constraints brought by entrepreneurship.



Women Entrepreneurs are extremely increasing in the economies of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status within the society. The knowledge, ability and compliance in business are the core reasons for women to come forward into business ventures. women entrepreneurs engage in business as a result of push and pull factors that provide confidence to women to have an self-sustaining occupation and stands on their foots. Logic towards independent decision making on their life and career is that the motivational factor behind this insists on ‘Women Entrepreneur’ is a person who accepts challenging role to fulfill her personal needs and turn out to be economically independent. A powerful desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of tributary values in both family and social introduction of media, women are conscious of their own qualities, rights and also the work situations. The glass ceilings are shattered and women are found indulged in each line of business from pickle to telecommunication. Right efforts in all areas are very important within the development of women entrepreneurs and their greater involvement within the entrepreneurial activities life.

### **Objective:**

- 1. To prepare demographic profile of the women entrepreneurs**
- 2. To ascertain the socio-economic profile of the women entrepreneurs**

### **METHODOLOGY:**

A descriptive research design was followed. The study was conducted in Anantapur district of Andhra Pradesh state during the year, 2019-20. Out of 63 mandals of Anantapur district, three mandals were selected purposively and four villages were selected from each mandal for the study. Respondents were selected from the village by following proportionate random sampling method. Thus, 120 female farmers constituted as sample for the study. Data were collected by pre-tested schedule followed by personal interview method. For the purpose of the study statistical analysis of the coded data, appropriate statistical tools were used viz., frequency and percentages and ranking.

### **RESULTS AND DISCUSSION:**

#### **I. Age**

The data presented in table 1 portrayed that, half (48.33%) of the women entrepreneurs were found to fit in the middle age category followed by 29.16 per cent in the young age category. The remaining 22.5 per cent of the women entrepreneurs were in old age category.



**Table 1 Distribution of respondents according to age**  
(n=120)

S.no.	Age	Frequency	Percentage
1	Low age (25-35)	35	29.16
2	Middle age (36-45)	58	48.33
3	Old age(46 & above)	27	22.5
4	Total	120	100.00

Dynamism is the prerequisite for the entrepreneurship. Being young and middle aged women, entrepreneur members might be proactive towards establishment of business. Further the middle age women with established family networks and the urge for earning money to meet the family economic demands, might have been motivated to start the business. On the other side, the old age women might be limit members due to their age limitation.

This finding was similar with the findings reported by Bhagyalaxmi et al. (2003), Bharathamma (2005), Husain and Nair (2006), Sowjanya (2007), Mary (2009), Chithra (2011), Preethi (2011), Naik et al. (2012), Bhagyasree (2014) and Mubeena (2017).

## II. Education

The result of the study shows that majority women entrepreneurs were educated up to primary School (40.00 %). Followed by education level up to middle school (23.3 %).16.66 percent were illiterate. Only 15 per cent beneficiaries were educated upto high school, 4.16 per cent beneficiaries were college education.

**Table 2 distribution of respondents according to education**  
(n=120)

S.no.	Education	Frequency	Percentage
1	Illiterate	20	16.66
2	Primary	49	40.83
3	Middle school	28	23.3
4	High School	18	15
5	College education	5	4.16
7	Total	120	100.00

Acquisition of knowledge and skills coupled with the right attitude is the output of any educational endeavour. This will act as a source of confidence and inspiration towards establishment of business. Middle, high school and college education might have helped the women to think towards empowerment through entrepreneurship by utilizing their intellectual potential.

These findings were in agreement with that of Vashishta and Kunwar (2005), Vinay (2009), Sharma et al. (2012), Ram et al. (2013), Patil (2013), Kondal (2014) and Mubeena (2017)



### III. Annual income

An outlook from the table 3 inferred that, half (41.66%) of the women entrepreneurs had medium level of annual income followed by 31.66 per cent of them had high level of annual income and 26.66 per cent of them had low level of annual income.

**Table 3: Distribution of respondents according to annual income**  
(n=120)

S.no.	Income	Frequency	Percentage
1	Low	32	26.66
2	Medium	50	41.66
3	High	38	31.66
4	Total	120	100.00

The annual income of a family determines the standard of women entrepreneurs in terms of their economic status. It describes the scale of the enterprise as well as the nature of the entrepreneurship existing in the society. Higher annual income of the family might have given scope for free sense of thinking towards the development of the business. On the other side, low annual income shrinks the opportunities and the entrepreneurs always must be under defensive state of their business.

This finding was supported with Nagesh (2006), Selvarani (2006), Vidhyadhari (2007), Sur (2008), Naidu (2012), Ram et al. (2013), Fayaz (2015) and Mubeena (2017).

### IV. Social participation

It is keenly observed from table 4 that, majority (49%) of the women entrepreneurs had medium level of social participation followed by 30 per cent had low level of social participation and only 21 per cent had high level of social participation.

This finding was similar with the finding of Bharathamma (2005), Gurubalan (2007), Chidananda (2008), Shekle et al. (2013) and Parmar (2014).

**Table 4: Distribution of respondents according to social participation**  
(n=120)

S.no.	Social participation	Frequency	Percentage
1	High	25	21
2	Medium	59	49
3	Low	36	30
4	Total	120	100.00



## V. Mass media exposure

The table 5 projected that, half (52%) of the women entrepreneurs had medium level of mass media exposure followed by 29 per cent of them had high level of mass media exposure and only 19 per cent of them had low level of mass media exposure.

**Table 5: Distribution of respondents according to mass media exposure**  
(n=120)

S.no.	Mass media exposure	Frequency	Percentage
1	High	35	29
2	Medium	62	52
3	Low	23	19
4	Total	120	100.00

The probable reason for this trend might be that, in the present day scenario, mass media is the main source of information on changing trends and exploring opportunities for the entrepreneurs. This finding was in agreement with the findings of Ambika (2002), Selvarani and Murugupandian (2006), Begam (2008), Karde et al. (2009), Meenakshi (2011), Sreeram (2013) and Mubeena (2017).

## VI. Extension contact

It is heartening to note from table 6 that, majority (62%) of the women entrepreneurs had medium level of extension contact followed by 27% high level of extension contact & 11% low level extension contact.

**Table 6: Distribution of respondents according to extension contact**  
(n=120)

S.no.	Extension contact	Frequency	Percentage
1	High	32	27
2	Medium	75	62
3	Low	13	11
4	Total	120	100.00

Contacting the extension offices pertaining to their field of occupation is important for the entrepreneurs. The women might be regularly approaching the concerned officers to update the information required for their business development. The similar finding was also confirmed by Sarah (2004), Vidhyadhari (2007), Sreeram (2013) and Venkatesan and Vijayalakshmi (2015).

## VII. Innovativeness

The data from table 7 revealed that, 57% of the women entrepreneurs had medium level of innovativeness followed by almost 23 & 20 per cent of them low & high level of innovativeness.



**Table 7: Distribution of respondents according to innovativeness**

(n=120)

S.no.	Innovativeness	Frequency	Percentage
1	High	24	20
2	Medium	68	57
3	Low	28	23
4	Total	120	100.00

Innovation is the basic tool for entrepreneurship. The trait of innovativeness will act as a catalyst for growth and development of an entrepreneur. Being women entrepreneur, they might be always seeking towards innovative ideas which will help to meet the changing demands of the society. Their own interests, desires and skills might be the best sources to choose the right entrepreneurial opportunities. Further, it was also noticed that there was very limited focus on environmental scanning and brainstorming activities by the women entrepreneurs which will be more productive sources for innovations. Hence, the above trend was observed.

The finding draws support with the studies of Suresh (2004), Neelaveni (2005), Shashivashith et al. (2007), Hassan et al. (2010).

### **VIII. DECISION MAKING ABILITY**

It is indicated from table 4.8 and figure 8 that, more than half (64%) of the women entrepreneurs had medium level of decision making ability followed by 24 per cent of them had high level of decision making ability and only 13 per cent of them had low level of decision making ability.

**Table 8: Distribution of respondents according to decision making ability**

(n=120)

S.no.	Decision making ability	Frequency	Percentage
1	High	29	24
2	Medium	76	64
3	Low	15	13
4	Total	120	100.00

Taking right decisions at the right time is the key success for any entrepreneurial endeavour. Decisions in all the walks of life of women individuals influence their fortune. Being entrepreneurs, might be successful in achieving their goals. On the other side, the personal, economic and family related issues might be forcing the women towards becoming more conservative and prevent them from taking optimistic decisions. The ability of decision making of women entrepreneurs might also be interpreted through their situational analysis. Hence, the above trend was noticed.

This result was in agreement with Navasakhthi (2005), Neelaveni (2005), Selvarani (2006), Chidananda (2008), Naidu (2012) & Mubeena (2017)



## IX. ACHIEVEMENT MOTIVATION

An overview of the table 9 projected that, 55% of the women entrepreneurs had medium level of achievement motivation followed by 26 & 19 per cent of them had low and high level of achievement motivation.

**Table 9: Distribution of respondents according to achievement motivation**  
(n=120)

S.no.	Achievement motivation	Frequency	Percentage
1	High	23	19
2	Medium	66	55
3	Low	31	26
4	Total	120	100.00

n-ach is the gateway for success. An individual with strong a desire to achieve something in their life will be the starting point to move towards the destiny. The women entrepreneurs might be designing their own goals with a strong and sturdy momentum which has come through a sound need for achievement. This emulates the future course of action leading towards success. In spite of their very strong emotional bondage with their family members, they might have strong perseverance in managing their business. Hence, the above trend was noticed.

The result was in accordance with Suresh (2004), Devalatha (2005), Neelaveni (2005), Dhanasree (2007), Sowjanya (2007), Begam (2008), Chidananda (2008), Kiran et al. (2012), Ram et al. (2013) and Mubeena (2017).

## X. MARKETING ORIENTATION

The observations from table 10 indicated that, half(54%) of the women entrepreneurs had medium level of marketing orientation followed by 27 per cent of them had low level of marketing orientation and only 19 per cent of them had high level of marketing orientation.

This result was in line with the findings of Nagesh (2006), Vidhyadhari (2007) and Thakur and Barman (2014).

**Table 10: Distribution of respondents according to marketing orientation**  
(n=120)

S.no.	Marketing orientation	Frequency	Percentage
1	High	22	19
2	Medium	65	54
3	Low	33	27
4	Total	120	100.00



## XI. RISK ORIENTATION

It could be noticed from the table 11 that, nearly two third (59%) of the women entrepreneurs had medium level of risk orientation followed by 26 per cent of them had low level of risk orientation and only 15 per cent of them had high level of risk orientation.

**Table 11: Distribution of respondents according to risk orientation**  
(n=120)

S.no.	Risk orientation	Frequency	Percentage
1	High	18	15
2	Medium	70	59
3	Low	32	26
4	Total	120	100.00

Risk is a wealthy evil in business. Unless there is a risk, there is no chance for growth and development in business. Taking calculated risk keeping in view of the environment as well as the consequences of our decision are inevitable in running the business. Hence, women entrepreneurs always seek for varying degrees of uncertainty to meet the existing competition. The factors like experience, expert opinions, changing trends in the society and the intuition plays a major role in determining the extent of taking risk by the entrepreneurs.

This finding was in line with Bhagyalaxmi et al. (2003), Suresh (2004), Sowjanya (2007), Sharma and Verma (2008), George et al. (2012), Ram et al. (2013) and Wankhade et al. (2013).

## XII. CREDIT ORIENTATION

A glance at the table 12 shows that, nearly 49% of the women entrepreneurs had medium level of credit orientation, followed by 26 per cent of them had low level of credit orientation and only 25 per cent of them had high level of credit orientation.

**Table 12: Distribution of respondents according to credit orientation**  
(n=120)

S.no.	Credit orientation	Frequency	Percentage
1	High	30	25
2	Medium	59	49
3	Low	31	26
4	Total	120	100.00

The available own funds of the women entrepreneurs might not be sufficient and making them think towards sources of credit. To establish reasonably high profile business, the women entrepreneurs were invariably depending on different sources of credit, may be formal or informal without hesitation. This attitude directed them to utilize the credit in a proper way, so as to realize success in their business endeavours. They might be feeling that, taking credit will





synergize their business operations leading towards high profit. Hence, the above trend was noticed. The findings were in accordance with the studies conducted by Nagabhushana (2007), Vidhyadhari (2007), Begam (2008) and Sreeram (2013).

## CONCLUSION:

Majority of the women entrepreneurs were in middle age, illiterates and completed high school education, had a medium level of annual income, social participation, mass media exposure, extension contact, innovativeness, decision making, achievement motivation, marketing orientation, risk orientation and credit orientation.

Since majority of the respondents were in medium level with respect to most of the variables selected, the extension personnel and policy makers should think towards improving all the personal, socio-psychological characteristics of women entrepreneurs in order to achieve their overall development.

It was found from the results that women had very limited participation in the Socio- political activities. Hence the government has to take care to evolve as sustainable village level institutions for taking an active role in community activities, development and governance.

Majority of the women had medium extension contact.

Therefore government or local bodies had to plan more programmes that help to improve the contact with the extension personnel.

Majority of the respondents had medium mass media exposure.

Hence government has to conduct training programmes to the women by using the latest technologies like computers, internet and creating awareness among the respondents on the updated information, achievements by using other mass media outlets like campaigns, exhibitions, trade fairs in their local areas.

Achievement motivation was found to be high among women entrepreneurs indicating that the urge to achieve is already anchored and hence necessary inputs in the form of adequate credit, necessary business information on running enterprises should be provided to empower them.

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